GOVERNMENT OF INDIA
COMMUNICATIONS
LOK SABHA

UNSTARRED QUESTION NO:3293
ANSWERED ON:11.12.2000
DATA POST PROJECT
MOHAN RAWALE

Will the Minister of COMMUNICATIONS be pleased to state:

(a) Whether the Government propose to implement any project named Datapost-2001;

(b) If so, the details thereof;

(c) The names of the places where this project is proposed to be set up, State-wise; and

(d) The time by which the same is likely to be done?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS (SHRI TAPAN SIKDAR)

(a) to (b):

Yes Sir, Data Post-2001 was announced on 14.11.2000 as a pilot project in the cities of Bangalore in the State of Karnataka and Hyderabad in Andhra Pradesh. This is a new initiative from the Department of Posts to compile a national level household and business database which will enable Corporates and marketeers to target the required segment of their customers through direct marketing.

Data will be collected by the department through responses to pre-designed questionnaires which will be filled in by the householders/businessmen on purely voluntary basis. The data thus collected will be treated as strictly confidential. The data will also be used for the National Change of Address program thus enabling the Department of Posts to improve quality of its delivery services.